

# Mortgage Inquiry Triggers

## Target consumers when they are **"IN PLAY."**

The key to successful direct marketing is getting the right message to the right audience at the right time. Our Mortgage Inquiry Trigger leads allow you to identify and communicate with consumers at the precise time they are most receptive to your offer...when they are shopping for a loan.

## Target consumers with verifiable mortgage inquiries.

Credit inquiries originate from a number of sources, including both lending institutions and third-party data resellers. Using a sophisticated evaluation process, we filter these inquiries to purge any false triggers from this marketing universe.

## Target credit-qualified consumers.

Market exclusively to credit-qualified prospects by applying your qualification criteria before you take delivery of the file.

## Target prospects who match your product profile.

You can overlay a wide range of additional criteria to match the profile of one of your specific products or services. A list of our most popular selection criterion is listed at the right. Our seasoned team of database marketing experts will help you leverage the best combination of attributes for your specific product(s).

## Enjoy the convenience of automatic trigger delivery.

We offer daily, weekly and monthly triggers, all of which are offered through our online count and fulfillment system, Intelidata Express. This innovative technology offers you the flexibility to sign-up for automatic trigger delivery, ensuring you receive the latest triggers as soon as our data is refreshed from the credit bureaus.

*Credit bureau membership and compliance agreements meeting FCRA guidelines are required. Mail piece and/or telemarketing script must be FCRA compliant.*

## AVAILABLE ATTRIBUTES:

- **STANDARD ATTRIBUTES:**

Name  
Address  
Phone Number (by request)

- **CREDIT ATTRIBUTES:**

Scores  
Revolving/Installment Debt

- **MORTGAGE TRADE ATTRIBUTES:**

Open Trades  
Age of Trades  
Second Mortgages  
Balance and Payment Information  
Derogatory Status

- **PROPERTY ATTRIBUTES:**

Estimated LTV  
Market Value  
Purchase Price  
Purchase Date

- **DEMOGRAPHIC ATTRIBUTES:**

Age  
Estimated Income  
Length of Residence

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